

Presenting *Rethink Your Drink* at Community Events May 6, 2014

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www.RethinkYourDrinkCa.com



Housekeeping

- Please put your phones on **Mute** during the webinar.
- Please submit questions via **Chat**.
- This webinar is being recorded. The recording and handouts will be posted on the Training webpage.

The *Rethink Your Drink* Team

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Presentation Overview

- Spin Wheel Kit
- The GREAT Approach
- Displays and Best Practices
- *Rethink Your Drink* Press Release Template
- Fruit and Veggie Fest
- Additional Resources
- Q&A

Poll #1

What is your level of comfort presenting the *Rethink Your Drink Campaign* at community events?

- ___ Very comfortable
- ___ Somewhat comfortable
- ___ Not comfortable
- ___ Other (please submit in chat box)

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Fairs and Festivals Intervention

Purpose:

Outline ways to use *Rethink Your Drink* materials at fairs and festivals to engage the public in a conversation about healthy drink options.

Goals:

Raise public awareness about the amount of sugar in sugary drinks and provide nutrition education about healthy drink options.



NEW! Spin Wheel Kit



Spin and
Learn

Gira y
Aprende




rethink
YOUR DRINK

PW-12/Ver. 02/14 insert

Spin Wheel Tips



Slot	Question	Answer	Comments
	How many calories are in this bottle of soda?	227 calories.	<i>For a 2,000 calorie diet, this is more than 10% of your calories for the entire day!</i>
	True or False: Drinking sugary drinks nearly doubles the risk of dental cavities in children.	True. ³	<i>It also adds extra 'empty calories' to their diet, which can put them at risk for weight gain.</i>

- All the quiz questions are also available in **Spanish!**

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The GREAT Approach

- **Greet:** Help consumers feel comfortable and introduce them to booth activities.
- **Relay Messages:** Distribute key materials and provide consumers with realistic behavior changes they can adopt.

Relay Messages

- What you drink is as important as what you eat.
- Being healthy means drinking healthy.
- Healthy smoothie recipes for you and your family found here!
- Stop by and taste our flavored water—a healthy way to feel refreshed!

The GREAT Approach

- **Entertain/Engage:** Provide a memorable experience for families (including kids) and encourage “dwell time” for key messaging.
- **Activate:** Highlight simple ways consumers can enjoy alternatives to sugary drinks while conveying *Rethink Your Drink* healthy beverage messaging.

The GREAT Approach

- **Thank:** Encourage consumers to return for more information and let them know you're there to help.

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Poll #2

What type of community events will you be presenting *Rethink Your Drink*? Check all that apply.

Community Locations

Fruit and Veggie Fest

Cultural celebrations and faith-based events

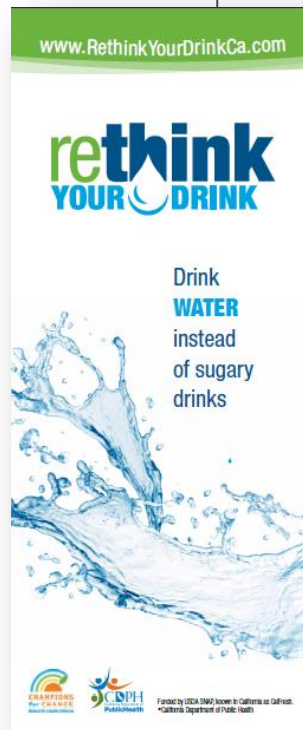
Farmers' Markets

Schools

Other: please submit in chat box

Rethink Your Drink Display Materials

- Vinyl Banners
- Tablecloths
- Pull-up Banners
- Tent Panel
- Sign templates
- Posters
- Drink Label Cards



Drink **WATER** instead of sugary drinks.
Tome **AGUA** en vez de bebidas azucaradas.
www.RethinkYourDrinkCa.com



Funded by USDA (FNS) through the California Department of Public Health



Rethink Your Drink

Display and Education Guidance

- **NO** Disparaging text or photos
- **NO** Brands
- **NO** Corporate sponsorships
- **NO** Healthy vs. Unhealthy
- **NO** Lobbying

Display Ideas



Display Ideas



Display Ideas

減少飲用含糖
甜的飲品



口渴時飲水



轉飲脫脂或
低脂(1%)牛奶

裝滿你的水瓶，
水是免費的!



健康飲品的提示



How much sugar is in your drink?

grams of sugar (g) ÷ 4 = teaspoons of sugar

40 ÷ 4 = 10

克 茶匙

More than 1 serving per container?

Multiply: teaspoons of sugar per serving × number of servings = teaspoons of sugar per container
(Example: 2 servings per container × 10 teaspoons ÷ 2 servings = 20 teaspoons per container)



Nutrition Facts	
Serving Size 8 oz (240 mL)	
Servings Per Container 1	
Amount Per Serving	
Calories 140	
% Daily Value*	
Total Fat	10g 20%
Cholesterol	50mg 10%
Sodium	30mg 6%
Total Carbohydrate	40g 8%
Sugars 40g	
Protein	10g 20%
Vitamin A	10% 10%
Calcium	10% 10%



選擇百分百水果
或蔬菜汁



出外進餐時，選擇
飲水可節省金錢

小孩: 4-6 盎司
成年人: 最多 8 盎司

做個好榜樣，
選擇飲水





Poll #3

Which audiences will you primarily target at community events? Check all that apply.

Ethnic Group
African American
Latino
Asian American (specify if Chinese, Vietnamese, or Hmong)
General
Other or additional information: please submit in chat box

Poll #4

Which age group will you be presenting *Rethink Your Drink*? Check all that apply.

Age Range
0-5 years old
5-9 years old (i.e. elementary school aged)
10-17 years old (i.e. middle and high school aged)
18-25 years old
25+

Best Practices: Latino Community



- Events tend to be larger, such as Fruit and Veggie Fest, farmers markets, and cultural celebrations
- Have multiple activities to give you many ways to interact
- Bilingual staff, display, and materials
- Highlight culturally relevant sugary drinks
- Have flavored water samples and recipes in Spanish
- Youth and children focus; family friendly activities



Best Practices: African American Community

Use a refillable water bottle



Be a role model for your kids

rethink
YOUR DRINK



Drink water instead of sugary drinks

- Events tend to be smaller, more personalized
- 1-on-1 relationship building
- Build trust
- Display materials should represent the audience
- Have flavored water samples and recipes
- Highlight culturally relevant sugary drinks
- Culturally competent staff
- Include faith-based outreach

Best Practices: Asian American Community

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Thức Uống: Làm Sao Cho Mỗi Ngụm Uống Đều Có Lợi

Chọn Thức Uống, Hãy Hỏi:

Làm sao để ngụm nào tôi uống cũng có ích? Uống thức uống nguyên chất giàu dinh dưỡng như sữa, nước trái cây nguyên chất 100% và nước để tăng thêm đường cho quý vị.

Hôm nay tôi đã uống 2-3 ly sữa chưa? Nếu chưa, hãy uống sữa ít béo hoặc không béo để tạo cho xương và răng chắc.

Tôi có khát không? Hãy uống nước để cơ thể có đủ nước mà không có thêm chất ngọt vào. Hãy uống nước máy, cho thêm đá viên để tiết kiệm tiền. Thêm vào vào lát trái cây hoặc đũa leo cho có vị.

Nếu tôi không thích vị nước máy thì sao? Hãy để nước qua đêm trong bình không dây nắp. Chất Chlorine (có) bốc hơi, làm nước dễ uống hơn.

Tôi nên làm gì với một phần uống thêm theo phần ăn combo tại cửa hàng thức ăn nhanh? Hãy thay bằng sữa ít béo hoặc không béo, bằng nước, hoặc chia bớt phần nước uống với người nhà.

Ly Nước Của Quý Vị Cỡ Nào?

Ly này là kích cỡ thực của một ly, hoặc 8 ounces (đơn vị đo lường của Anh/ Mỹ: 1 oz = 28,35g).

Hãy so sánh ly của quý vị tại đây. Sau đó xem nhãn để biết quý vị đang uống bao nhiêu.

Đồ Uống Của Quý Vị Chứa Những Gì? Hãy Đọc Nhãn

Tìm hiểu kích cỡ (size của ly nước). Không phải bao gói mỗi bình công suất là một phần uống. Bình này có 3 phần. Uống cả bình là 510 calories (calories/calories là đơn vị đo nhiệt lượng).

Hạn chế cho thêm đường.

Đọc thành phần. Sữa hoặc nước trái cây nguyên chất 100% phải được liệt kê trước.

Nutrition Facts	
Serving Size 8 fl oz (240 mL)	
Amount Per Serving	
	% Daily Value*
Total Fat	4.5%
Saturated Fat	4.5%
Trans Fat	0.5%
Cholesterol	2.5%
Sodium	4.5%
Total Carbohydrate	25%
Sugars	8.5%
Protein	8.5%
*Percent Daily Values are based on a diet of other people's secret recipes.	

Chọn Thường Xuyên Nhất

Sữa ít béo hoặc không béo

Nước

Nước trái cây nguyên chất 100%

Thức uống dành dành bổ sung dinh dưỡng

Các thức uống không ngọt

Đừng Uống Thường

Soda (thức uống có hơi gas)

Thức uống tăng lực, khi chọn thì thảo

Nước trái cây

Trà, cà phê và các loại thức uống khác có đường

Tôi Sẽ Uống Thêm:

Tôi Sẽ Uống Bớt Đi:

Được tài trợ bởi Ủy ban Y tế và Dịch vụ Nhân sinh của California. Được tài trợ bởi Ủy ban Y tế và Dịch vụ Nhân sinh của California. Được tài trợ bởi Ủy ban Y tế và Dịch vụ Nhân sinh của California.



- FFY14: target Chinese, Vietnamese, and Hmong communities
- Target audience at annual cultural events, such as New Year festivals/celebrations
- Bilingual staff, display, and materials
- Have flavored water samples and recipes
- Highlight culturally relevant drinks

健康飲品的提示

Tips on Drinks

rethink YOUR DRINK



Best Practices: Children's Activity

- Potter the Otter
- Go for H2O!

Dot to Dot | Sigue los puntos

Connect the dots to draw Potter the Otter

Conecta los puntos para encontrar a la Nutria Potter



This material was produced by the California Department of Public Health's Network for a Healthy California with funding from USDA SNAP, known in California as CalFresh Formerly Food Stamp. These institutions are equal opportunity providers and employers. CalFresh services are available to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-345-3863. For important nutrition information, visit www.calchampionsforchange.net.
Este material fue producido por la Red para una California Saludable del Departamento de Salud Pública de California con fondos de SNAP del USDA, conocido en California como CalFresh (antes conocido como Estampas de Comida). Estas instituciones son proveedoras y empleadoras que ofrecen oportunidades equitativas. CalFresh ayuda a gente con bajos ingresos a comprar comida nutritiva para una mejor salud. Para información sobre CalFresh, llame al 1-877-345-3863. Para información nutricional, visite www.calchampionsforchange.net.

Photo © Santa Clara offers more fun from Potter the Otter and his friends at www.pottertheotter.com.
Fotografía © Santa Clara ofrece más diversión de la Nutria Potter y sus amigos en www.pottertheotter.com.

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GO FOR H₂O

POWER PLAY Drink Water Every Day!



Eat Healthy. Be Active. Have Fun!



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Best Practices: Retail Activities

Make flavored water a stop on the store tour!

- Attendees can participate in a store tour and learn about healthy beverages.



Best Practices: Flavored Water

Use clear containers



Best Practices: Flavored Water

Get creative – pitchers, jars, dispensers



Flavored Water Tips

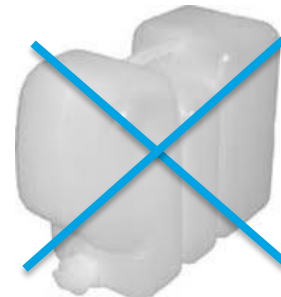
- Keep refrigerated
- Drink within 24 hours
- For more flavor: Cut fruits into smaller pieces



Rethink Your Drink Campaign Guidance

Allowable Purchases:

- **OK** to buy 3 gallon refillable water jugs
- **OK** to fill with tap water
 - Nominal costs to fill at water refill stations is acceptable, **but must submit a receipt**
- **OK** to purchase water dispensers for taste testing ; <\$100 = small kitchenware items



ServSafe Certified

- **We highly recommend** staff get ServSafe Certified to do taste testings and demonstrations at events.

<https://www.servsafe.com/home>

rethink
YOUR DRINK



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Rethink Your Drink

Press Release Template

FOR IMMEDIATE RELEASE

Sipping Your Way to Better Health

Date, City, CALIF... To counter rising obesity rates, the [name of local health department] today launched a [briefly describe the event...health fair, coloring contest, healthy back to school day event, farmers' market spa water taste test, new campaign] encouraging [name of city or county] residents to choose healthy beverages.

The goal of the Nutrition Education and Obesity Prevention Branch's *Rethink Your Drink* program is to educate consumers in [name of county] on the importance of healthy beverage choices as a way to promote overall health and weight maintenance. The program provides information about the benefits of drinking lowfat and non-fat milk, 100% juice in limited amounts, and water.

There is overwhelming evidence that making small changes, such as drinking water when thirsty, can significantly reduce the obesity crisis which today costs our county [county figures for health care and lost productivity from California Center for Public Health Advocacy/UCLA Center for Health Policy study]," says [name of county health officer or other spokesperson].

[short paragraph about the event, including who, what, where and when.]

[Boilerplate paragraph about your organization: Insert a few sentences about your organization]

Rethink Your Drink Press Release Template

Champions for Change Resource Library

- Public Relations login
- Under “**Additional PR Materials**”

<http://cdph.ca.gov/programs/cpns/RL/Pages/PublicRelationsLogin.aspx>

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Rethink Your Drink at Fruit and Veggie Fest

- **2014 Fruit and Veggie Fest webinar:**
<https://student.gototraining.com/2c0f6/recording/6649478344783485952>
- **2014 FVF media templates (username required):**
<http://cdph.ca.gov/programs/cpns/RL/Pages/default.aspx>

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Additional Resources

- **Event Planning Guide**

<http://cdph.ca.gov/programs/cpns/Documents/Network-FV-AA-KIT632.pdf>

- **Champions for Change Resource Library**

<http://cdph.ca.gov/programs/cpns/RL/Pages/default.aspx>

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Q & A

Please submit your questions via Chat.

Thank you!

- The webinar recording, PowerPoint, and handouts will be posted on the Training webpage soon.
- The Guide, quiz, and forms are on the *Rethink Your Drink* Resources webpage.

<http://www.cdph.ca.gov/programs/cpns/Pages/RethinkYourDrink-Resources.aspx>



This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from the U.S. Department of Agriculture's (USDA) Supplemental Nutrition Assistance Program-Education, known in California as CalFresh. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.